

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

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Kids' Day, New Bank Opening both ripe IN THE VALLEY OF THE MOON

Two big events coming up. Read on!

First comes Saturday—Kids' day at Lichtenberg park in Boyes Springs. A full day of games and athletic events is planned. Late in the afternoon the kids will have free hot dogs and soft drinks, and along toward dark there will be outdoor movies that should interest not only the kids but adults too. Wonderful day for a picnic at the park—there are plenty of barbecue pits and tables.

Travel isn't broadening, says a local woman. It's those hot-dog stands along the way. VALLEY WATCH REPAIR, Boyes Springs.

Second big event is the opening Monday of the new Bank of America branch in Sonoma. Manager John Gilcrest and staff were genial hosts Thursday night at an open house, with the new facility thronged with well-wishers, who got a chance to look over the whole place and went away with unique souvenirs.

Moving from the old quarters will be a monumental job over the weekend.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Splendid food, luxurious though homelike. Cocktail bar.

This year's bathing suits are barely big enough to keep a girl from getting tanned where she ought to be.

LIONS CLUB MEETS Tuesday night at Palms Inn. Especially interesting meeting planned. Several projects ahead. Be there.

PALMS INN, Verano. Home of the Lions. Swim pool. Finest food. Cocktail room. Come in and meet Carl and Jim.

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WEED CUTTING, Reasonable rates. THOMAS NEVILLE, 23450 Arnold Drive, Sonoma. Webster 8-3110.

While the weather has continued perfect the last few weeks, maybe we'd better enjoy it to the fullest while it lasts—for it won't be long till the rains come—maybe in September. But the crowds still come up this way especially over the weekends, and most of those businessmen catering to the tourists say they've been having "beautiful" business.

OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.

About once a year we feel it incumbent on us to extend our sincere thanks to one Paul Hampton, who's secretary of the Santa Rosa Lions club. He gets out a weekly bulletin that goes to every club member. And almost every week Moonbeams swipes one or more of his "lighter stuff," jokes, little stories, quotable stuff, and Paul is entitled to proper credit. Of course some of his items, while excruciatingly clever, aren't exactly what we can print in this family and metropolitan journal.

ESPOSTI'S LUNCHROOM, on the Hiway, Feters Springs. Short orders, deluxe hamburgers, lunches. Beer and wine with your food.

Must have been Attorney Roland Kruger. He addressed the judge: "May it please the court, I claim the witness I am examining has perjured himself. He has just testified that on the night of the crime he had 16 beers and didn't move from the table once."

BROADWAY CAFE, Sonoma. A homelike spot, where everybody's your friend. Pop Medros your host. Take-out license, too.

Our little item about the Sonoma chamber of commerce last week got a quick comeback from the chamber, which claims such an occurrence just couldn't have happened. Only we happen to know it did!

However, there'll be a Springs chamber of commerce within the next few months, and then perhaps we can all live more amicably together.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. Fast service. All workdone on premises. Pick-up. WE 8-5830.

Oh yes, we hear of people who have no use for Moonbeams—but they manage to read us anyway. Which is all right. If everybody approved of everything we say, it'd be a dull world.

EL DORADO HOTEL, Sonoma. Italian meals at their finest. American dinners too. Old West atmosphere. Cocktail bar. Try us.

Chef Cardini had a whale of an opening last Friday night at his new Glen Ellen restaurant, the former Town House. The crowd on hand was 'way over capacity, and they all enjoyed the buffet lunch and the general air of continental hospitality.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

El Verano Improvement club last night had a spirited discussion of a proposed move of a navy ammunition base from Port Chicago to Tubbs island, down in the marshes below Sonoma. The move, if ever made, won't be for several years, but the club is making a spirited effort to discourage it, and hopes to enlist many other groups in the opposition.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Overheard: "One advantage of hillbilly records. When they're worn out you can't tell the difference."

MIKE & ROSE'S BOYES SPRINGS STORE. Finest meats in the whole valley, with real bargains last three days each week.

Drove into Yell's nursery in Glen Ellen last week, and saw a curious bird in the grass along the roadway. It didn't act scared, stayed right close and looked us over. Coming back out, at the same spot, we saw two of the birds, and at least a dozen little ones, smaller than a baby chick, scurrying behind the mother into the tall grass. A couple of quail with their family.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Tony Hydar, Boyes barber, is due back on the job Monday, after 10 days at Benbow resort, up in the redwoods. Tony has been a guest of George Thompson of Mission Inn, who also numbers the Benbow installation as part of his four-unit hotel enterprise.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEBster 8-2686.

Lichtenberg park now has a large oiled space for parking. The lake created by the flashboard dam isn't much to look at now; level is down a couple of feet from dam height—largely, it is said, because more water is removed from the stream by two large users than comes down from the mountains.

RICHFIELD SERVICE, Boyes Springs. Main corner. Bud Delaney, Proprietor. Tires, Tubes, Batteries. Fast, efficient service.

We'll be in a most receptive mood for venison steaks—and we'll be glad to acknowledge same in the next issue following. Actually venison isn't the finest meat in the world, but it's kinda nice to try it out about once a year. Same offer goes for pheasants and quail.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hwy.

"I hate to wake you, hubby dear," said wifie, "from your slumber; But a dear that you shot yesterday just called and left her number."

DENNY'S COG CLUB, Boyes. Sportsmen's headquarters. A most congenial atmosphere, with finest in mixed drinks. Drop in.

Probably it's too late for this year to organize an excursion to go down and see the Seals play a little ball, but certainly it would be nice to have such a trip to see an early 49ers football game.

Such trips were annual affairs a few years back, and it's about time they were resumed. We'd have better games to look at now than 'way back.

BOYES SPRINGS FOOD CENTER. Everything for summer meals and snacks. Always top quality, priced mighty low. Take-outs.

You're going to be missing your Moonbeams one week this month, which has five Fridays in it. Maybe it'll be next week. Then resuming publication you'll probably be treated to a bit of travelog and notes—and lots of wim and wigor.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

The downtown Boyes area soon will be enjoying better lighting than ever before, with triple-power lights being installed by PG&E. They'll cost the lighting district a little more money, but should be worth it. Next step: Maybe we can get better lighting all over town.

TODD CONSTRUCTION - ESTIMATING SERVICE. Subdivision Surveying. New location: Boyes Plaza, opposite Woodleaf.

WILL OUR BARBERS FOLLOW SUIT?

Down in Encino a new barber shop has opened, with "pay by the month" for family haircuts made possible by use of credit cards. The shop has a built-in tropical fish aquarium in the reception room, booths for service by appointment, a manicurist and two shoeshine boys. Parents receive "before" and "after" pictures of youngsters receiving their first haircut. Provided for the children is a chair fashioned as a car. On opening day free shoe shines were offered adults getting service, with bubble gum, candy and balloons for the children.

SONOMA GROVE, Hiway 12 south of Boyes. Wonderful steak, poultry, roast, seafood dinners. Italian food a specialty. Cocktails.

Regretfully, we had to throw out another Moonbeams advertiser because of unreasonable demands and an attempt to lay down the law as to how the paper should be run. In this case the business establishment demanded a free writeup (plug) every week or it wouldn't advertise. We gladly took the latter alternative.

When we say something nice about a person or firm in our news columns it's because we feel like so doing, not because it is demanded.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

The doc: "How is your husband today? Did you give him the sleeping powder?"

"Oh yes," the wife answered. "You told me to give him as much as I could get on a nickel, but I couldn't find a nickel so I used five pennies instead. He's been sleeping like a log ever since."

LEE'S CHUCK WAGON (formerly Fireside), this side of Sonoma.

Splendid cuisine, cocktails. Authentic western decor. Drop in.

AN "OUTSIDER" LOOKS US OVER

Don Bennett, ace columnist for the Larkspur-Corte Madera Times, recently had the following comments regarding the Springs area:

I am commuting, more or less, to Boyes Springs for the hot mineral baths, massage (they call them "Massagists" now instead of masseurs), swimming, good food and entertainment and relaxation—I don't know why they call it "Boyes Springs"; there are a lot more girls here and a parade of pulchritude in every pool, day and night.

Up here there is everything—several free pools, big picnic and barbecue grounds with modern facilities for small groups or all the Lions in Marin county—only 30 miles from Larkspur (by way of El Verano—you don't have to go through Sonoma) and you can make up a party of two or three cars or charter a bus. Rates are low—lots of good places to stay overnight, and the nights are cool and wonderful under the stars in the "Valley of the Moon."

Now, about advertising! The community needs some first class exploitation. The folks who got a 17 foot car with nothing down can't push it 600 miles the first day now because they haven't got the money this year—they will settle for a short ride!

If the community would get together, each place advertise the other, even competitors, if Thompson would put mission bells (even recorded) in the tower of the Mission Inn—if Sam would put some fill in his parking lot—Chef Cardini tell us how to get to the Town House—and all the places do a clean-up paint-up job—they would benefit a lot in making Boyes Springs a real playground for this part of the country.

So far, there is no rowdiness up here; nice people, quiet (except in pools), and there is no question that the mineral baths and massages are really beneficial. And—you may gather that I like this place, but as a publicist I think they are missing the boat. Maybe they will read this!

If I were helping them, which I won't, I would have a community meeting every two weeks. I would have attractive placards in each place telling of the other attractions, and I would send a delegate to

clubs around the country bidding them welcome. I would even go so far as to contact the eastern ball clubs and invite them too.

... All the things I mentioned would help this town—maybe a merry-go-round would too. Too bad they can't get a tramway up a mountain near here—they make a community!

JIM'S MEATS, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.

It pays even mountains to advertise.

There are about 15 mountains in Colorado higher than Pike's Peak but how many can you name? Pike's Peak advertises. Also, we eat hens' eggs because the hen advertises when she lays one. Duck eggs are bigger and better but the duck don't cackle!

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

There's a chance we might become one of those "record hounds." Good friend of ours, formerly of Michigan now of LA, recently wrote a western song titled "Waggin' Tongues." Words and music are clever, and a while back Walt Hackett sent us the sheet music. Last week here comes a long-playing record, with Eddie Dean singing "Waggin' Tongues" and a flock of other westerns, and he's regarded as one of the best in his field, much better than some of the more widely promoted cowboy warblers.

Took the record over to Handel's in Sonoma, and liked what we heard. Might get one of the danged contraptions which make pretty music one of these days.

The western album in which "Waggin' Tongues" appears is by Sage Record company. Mention them when you go shopping for your record, by Walt Hackett and Eddie Dean.

BOYES SPRINGS BATH HOUSE. The Valley's super attraction. Cool and hot mineral pools. Alluring casino. Restaurants. Bars. ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

There is a new gadget out that keeps the inside of a car quiet. It fits over her mouth.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Fine wines and Liquors. A friendly place, always. "SLIM" WALLACE.

COMMENTARY ON SECURITY: A news dispatch datelined New Delhi relates the odd odyssey of a man who walked into the Indian house of parliament, took the oath as a member, shook hands with the speaker, and seated himself. Says the story:

"The secretariat . . . later discovered that no one of the name given had been elected. The man passed through five security check posts to reach the chamber. He was handed over to a medical board for a mental examination."

HE was?

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.
SONOMA GOLF & COUNTRY CLUB, Arnold Drive. You'll like our Clown Room. Bring your guests here, for outstanding prestige.

FOR THIS LAXATIVE, HE SHOULD GO TO TEXAS

In Texas they couldn't care less if you take mescaline, the cactus derivative that causes pleasant fantasies. But in California, it's illegal to chew peyote, another name for the buttons from the mescal cactus that contain the drug. A Texas airline ticket agent sent 21 pounds of peyote to a San Bruno patron, and the latter had to go to jail. He said he wanted to use it as a laxative. An unconvincing alibi.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

PLAZA LIQUORS (next to new bank, Sonoma). Extensive variety, hard and soft drinks. Hors d'ouvres. Snacks. Pizzas. Everything!

B & L LAUNDROMAT, Fetters. Nice days now. Bring your laundry here—skip the tedious home job. Wash, dry, iron. Cost low.

You know of Roger Babson. In answering a question recently regarding "empty stores" in a small town, he said the reason is:

Because more money is going out of the community than is coming into it. This can be corrected only by the citizens producing more and selling more than they are buying. As soon as the community produces more than it consumes, every store is rented.

RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

SAFETY ADVICE TO BIKE RIDERS

Los Angeles police, with the following safety rules for bicycle riders, back up Moonbeams views on the need for safety education for bike riders, preferably in the schools.

1. Bicycle riders must abide by the same rules and regulations that pertain to operators of motor vehicles. (That means, ride on the right side of the roadway.)

2. Traffic signals and traffic signs should be obeyed by bicycle

riders. Obeying traffic signals and signs prevents accidents and saves lives.

3. In crossing any street, a bike rider must be especially careful and cross only when safe to do so. At congested intersections it is advisable to walk the bike across the street.

4. Bicycles should be kept in good mechanical condition . . . The bike should fit the rider.

5. Single file riding on the right-hand side of the street is safest for bicycle riders . . . Beware of the sudden opening of car doors and cars emerging from driveways and alleys.

6. Ride only one on a bike. The bike is not well balanced or controlled when more than one is riding. Two on a bike is one too many.

7. Drivers, be particularly alert for the actions of bicycle riders.

MENDEL'S CAFE, Boyes Plaza. Splendid menu, including Spanish delicacies. Bring your out-of-town guests here. Cocktail bar.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

PIZZA. STEAM BEER. Eat and drink here, or take home. 10 varieties of pizza. AL & FAY'S 4 CORNERS CAFE, Lower Broadway|

A PROGRAM FOR THE SPRINGS AREA

A suitable name for the area, preliminary to incorporation as a city. Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

A bridge across Sonoma river, connecting Craig and Thompson. Roadside turnout parks (we're 20 years behind) thruout the Valley. Complete citywide paving, curbing, and sidewalks.

A bank of our own.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A local chamber of commerce, devoted to Springs area promotion.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

PAUL'S OLD RANCHERO, Verano. Weekend dancing, Italian meals featured. Cocktails. Paul at the organ. Banquets welcome.

BANCROFT NURSERY, Sonoma. Finest in cut flowers, corsages, hospital remembrances, Weddings and funerals our specialty.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.